

62  
1957  
70

Unusual Introductory Offer to Make New Friends for

JACKSON  
PERKINS

Prized Roses

# PROVE FREE

That You Can Grow and Enjoy the World's Finest Roses

## IN YOUR GARDEN THIS SPRING!

**SEND NO  
MONEY NOW**

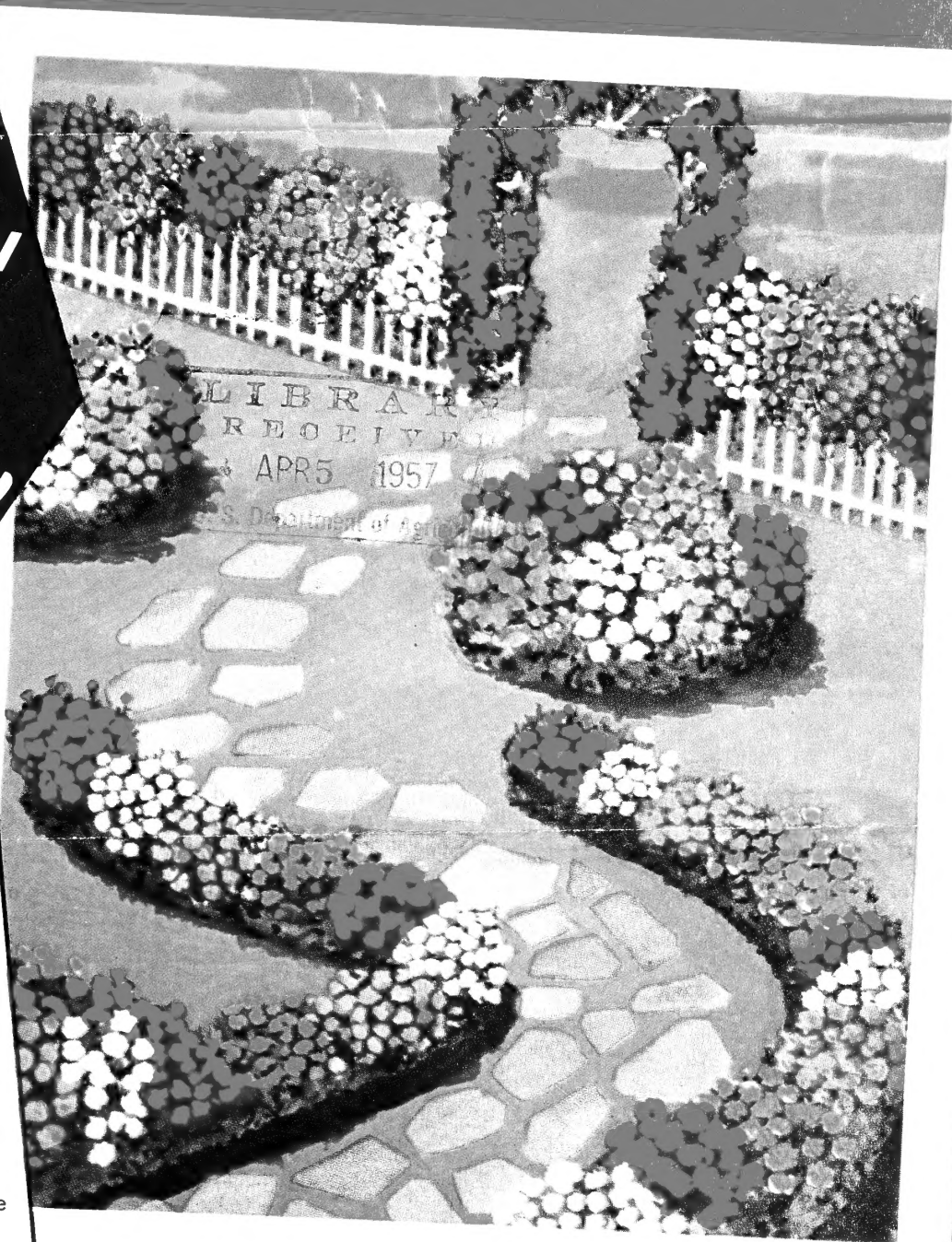
Pay Nothing on Arrival

See Prize Winning  
Roses Like This-

**Before You Pay  
a Penny!**

### SOME OF THE PRIZES J&P ROSES HAVE WON:

- ★ All-America Rose Selections Winners.
- ★ Gold Medals, Bagatelle Rose Competition, Paris.
- ★ Gold Medals, British National Rose Society.
- ★ Gold Medals, International Rose Test Gardens, Portland, Oregon.
- ★ David Fuerstenberg Prizes.
- ★ Certificates of Merit, International Rose Trials, Geneva.
- ★ John Cook Medal, American Rose Society.



**SEE THE 3 BEAUTIFUL ROSE GARDENS  
That You May Have on Absolutely Free Trial!**

# FLORIBUNDA ROSE GARDEN

Includes 3  
Great Favorites  
of Gardeners  
everywhere.

# Hundreds of Prize-Winning Roses on Every Bush!

IN BLOOM CONTINUOUSLY ALL SEASON LONG!

**FLORIBUNDA—The 20th Century Rose!**

## 3 Outstanding J&P Floribundas!

### BABY BLAZE

(Left)

For years Jackson & Perkins have been proud to offer the world-famous Blaze Climber. And now we are greatly pleased to offer this famous Rose in the form of a captivating Floribunda. Prolific and richly warm in color, this cheerful Floribunda gives a new approach to the red Roses. Semi-cup-shaped flowers have interesting fluted petals. A vigorous, 3 ft. bush produces an abundance of deep red, pointed buds that mature to velvety red. Finishing a few shades lighter the color is exciting. (Pl. Pat. No. 1362)

### JIMINY CRICKET



(Right) Jiminy Cricket was the only Floribunda to win the 1955 All America Selections Award. Masses of tangerine-red buds open to 3½ in. blooms of unusual sharp coral-orange or vermillion that finish a lovely pink-coral shade. The color is amazing as it never blues. The bush grows lushly and is covered with shiny green foliage. This delightful Rose is intriguing whether in the garden or used as a cut flower. From exquisite bud to open flower, Jiminy Cricket is different. (Pl. Pat. No. 1346)

### Pinocchio

(Left)

Pointed buds of exquisite salmon, flushed gold at the base, open to 1½ in., Hybrid-Tea-shaped blooms of soft clear pink with edges gradually changing to a deeper pink. The first of the now famous "Pinocchio Family" is a prolific bloomer all summer long. The artistic sprays of buds and blooms last unusually well and are incomparable for mass or miniature flower arrangements. The 20 to 24 in. plant is extremely hardy. (Pl. Pat. No. 484)

ALL 3  
FOR ONLY  
\$5.25

GROUP No. 956

## FLORIBUNDAS HAVE MANY USES!





# JACKSON & PERKINS CO.



*World's Largest Rose Growers*

Telephone  
Newark 1550

NEWARK, NEW YORK • • THE ROSE CAPITAL OF AMERICA

WHY I HAVE INSTRUCTED OUR SHIPPING DEPARTMENT TO SEND YOU SOME OF OUR  
PRIZE-WINNING ROSES-- FOR ABSOLUTELY FREE EXAMINATION!

Dear Gardener:

Yesterday I instructed our Shipping Department to reserve in your name a group of our world-famous Prize-Winning Roses. I want you to have them. I'd like you to plant them...to see how beautifully the world's finest roses grow in your garden--and I'm going to send them entirely at my risk!

That's right. I want to send you these Prize-Winning Roses--WITHOUT YOUR PAYING ANY MONEY NOW OR WHEN YOUR PLANTS ARRIVE.

If you've ever purchased plants from anyone, you know that this is a revolutionary offer. No nursery does business this way...and neither do we, normally. Why then am I going to send you some of our Prize-Winning Roses...to let you plant them and keep them in your garden--without asking for any money in advance.

## WHY WE DARE MAKE SUCH AN AMAZING OFFER

The reason is very simple. According to our records, you are not growing J&P Prized Roses. So I'd like to introduce them to you--without your risking a single penny! For I know that once you see them actually growing in your garden, once you see them blooming in all their glory...you'll be so thrilled that you wouldn't want to be without them--and you'll want more besides!

Of course, I wouldn't dare make this offer if it weren't for the QUALITY of our roses...top-notch quality that has enabled us to become the world's largest rose growers...first quality that has made J&P Prized Roses the most wanted and most planted roses in the whole world...the highest quality that has enabled J&P Roses to win more awards in this country and abroad than any other roses!

Honestly, you have to see the heavy, sturdy stock...the thick branches...the large roots to fully realize what a No. 1 plant really looks like. You have to see them burst into life in your own garden to realize how vigorous a real No. 1 plant is! You have to see it actually blooming to realize how gorgeous a No. 1 plant is! Just compare an authentic J&P No. 1 plant to any other...for size, for ease of growth, for sheer beauty! There is no comparison! And all of our Roses are guaranteed to be No. 1 plants...top quality, 2-year-old, field-grown plants--the strongest, sturdiest, healthiest Rose plants you can get.

## J&P PRIZED ROSES FOR EVERY GARDENING USE

Furthermore, there are several different types of J&P Prized Roses...beautiful roses for every use in your garden...

...EVERBLOOMING FLORIBUNDA ROSES, the 20th century roses, that produce hundreds of prize-winning blooms on every bush! This newest type of rose produces clusters of 5 to 25 blooms--an entire bouquet on one single stem!

And Floribunda Roses bloom almost continuously all season long--from June right up to frost. They're wonderful for mass planting, foundation and picture window plantings, hedging, borders along walks and paths.

...GIANT HYBRID TEA ROSES that produce huge individual blooms UP TO 6 FULL INCHES ACROSS!--on long, sturdy, cutting stems. These are ideal for formal plantings, for highlighting spots in your garden, for exhibition purposes.

...and finally, the AMAZING EVERBLOOMING CLIMBERS that produce literally thousands of roses on a single plant...curtains of color to drape over fences, porch, walls, trellis, posts.

I could go on for pages describing our top-quality No. 1 Prized Roses. I could make fantastic claims--and back them up! But it would still be "all talk and no action." That's why I'm perfectly willing to let you try them in your garden--at our risk.

YOU DON'T SEND A PENNY UNTIL YOU'RE CONVINCED

As I said before, I have already instructed our Shipping Department to reserve a group of these J&P Prized Roses in your name for absolutely free trial examination. The only request I have to make is that you tell me--on the enclosed Free Trial Form--which group or groups you would like to receive. (The special groups set aside for "new friends" are described in the enclosed circular.)

You'll receive your plants at the proper planting time for your locality... and with your shipment, we'll enclose a memo bill for the full amount of the plants you selected, plus a few cents for postage and handling. BUT you DO NOT pay any money now--or when the plants arrive. Plant them in your garden and watch them grow. Only after you actually see them thriving and growing...only after you are thoroughly convinced that J&P Prized Roses can glorify your home and garden as no other flower can, are you asked to pay the amount indicated.

On the other hand, if your plants do NOT live and grow...if they are NOT healthy, vigorous, bursting with life by June 10th...DESTROY THE PLANTS, return the memo bill--and you owe us nothing.

Incidentally, you'll notice that the enclosed Introductory Free Trial Form bears a number. That's your priority number for this offer which we can only make once to a family, and only to a few new friends each year. If you do not wish to plant any of them in your garden this year, please be sure to let me know so we can make the plants reserved for you available to another new friend.

Yours for a more beautiful rose garden...



C. H. Perkins

Postage  
Will be Paid  
by  
Addressee

LIBRARY  
RECEIVED  
★ APR 5 1957 ★  
U. S. Department of Agriculture

No  
Postage Stamp,  
Necessary  
If Mailed in the  
United States

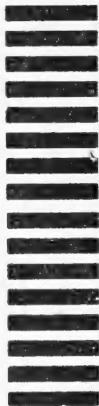
BUSINESS REPLY CARD  
FIRST CLASS PERMIT NO. 25, SEC. 34.9 P. L. & R. NEWARK, N. Y.

Jackson & Perkins Co.

BOX 13

NEWARK,

NEW YORK



# Free Trial Priority Form No. 6657

Gentlemen:

I would like to grow J & P Prized Roses—at your risk. Please send me, at the proper planting time, the group or groups indicated below. It is understood that I need send no money now—nor pay the postman anything when the plants arrive. If the plants are NOT bursting with life by June 10th, I will destroy them, return the memo bill and owe you nothing. Otherwise, I will pay the full amount indicated on the bill, plus a few cents postage.

## Check Group or Groups Desired

### HYBRID TEAS

☐ Group # 946...\$6.95

1 Volcano

1 Sonata

1 Golden Scepter

1 Diamond Jubilee

### FLORIBUNDAS

☐ Group # 956...\$5.25

1 Jiminy Cricket

1 Pinocchio

1 Baby Blaze

### CLIMBERS

☐ Group # 966...\$5.20

2 Blaze

1 Cl. Gladiator

PLEASE PRINT NAME & ADDRESS

Name .....

Address .....

City .....

Zone ..... State .....

☐ Please check here if you want NO plants—so that we may offer them to another customer.

**HYBRID TEA  
ROSE GARDEN**  
Includes 4  
Prize-Winning  
Roses.

# Giant Roses

SCORES OF HUGE, EVERBLOOMING, BRILLIANT COLORED,  
FRAGRANT BLOOMS ON LONG  
STEMS. . IDEAL FOR CUTTING !

**All-America Winner**

*Diamond Jubilee*



(Right) The warmth of the glowing buff-orange flowers and the old Rose fragrance make Diamond Jubilee the attraction of many a garden. Winner of the All-America Selections Award, Diamond Jubilee has firm, long lasting, high centered blooms of 5 to 6 inches borne on long graceful stems which make it excellent for bouquets and other indoor displays. Opening slowly and lasting exceptionally well, the Roses will delight you through the season. As a cut flower, Diamond Jubilee will last longer than most other Roses. The 3½ ft. plant has upwards of 30 to 40 double shapely flowers. Throughout the season the sturdy bush adorns itself with dark green decorative foliage.

The constant succession of flowers is held erect on long stems. Diamond Jubilee has the beauty, fragrance and hardiness that gardeners demand and it has become one of Americas most popular Hybrid Teas. Plant it now and enjoy it for a long time to come. (Pl. Pat. No. 824)

**ALL 4  
FOR ONLY  
\$ 6 95**

**GROUP No. 946**



**Golden  
Scepter**

(Above)

Golden Scepter is one of the most wanted Roses in America today! As the name implies, it is a majestic Rose. Its graceful, long-pointed buds reflect clear golden yellow. These gorgeous blooms, reaching 5 to 5½ in. across, are high-centered and sparkling with brightness. The well-balanced plant reaches 2½ to 3 feet. Dark, glossy foliage is delightful. (Pl. Pat. No. 910)



**VOLCANO**

(Above) REALLY HUGE! These are the only words that describe the tremendous size of the blooms produced on Volcano—blooms that actually open as much as 7 IN. ACROSS! The flowers are a live glowing cherry-red that seems to lighten the surroundings, and then slowly softens to a rosy pink. A strong, bushy plant with ample dark green foliage. Volcano will keep your garden alive with color this spring and for many years to come. (Pl. Pat. No. 951)



**SONATA**

(Above) Cochineal-red lightening to unusual hues of deep lively pink. Outside of the petals is several shades darker than the inside. The large flowers are perfectly shaped, opening gradually from long, pointed buds. Very hardy, vigorous, upright growth. The dark green foliage contrasts beautifully with the flowers and completes the charm and artistry of the entire plant. Blooms abundantly all season. (Pl. Pat. No. 732)

**HYBRID  
TEAS**  
Have  
many uses





THOUSANDS OF ROSES  
IN LIMITED SPACES

CLIMBING  
ROSE GARDEN  
Includes popular  
Everblooming  
Varieties.

CURTAINS OF COLOR TO DRAPE OVER  
FENCES, WALLS, PORCHES, TRELLISES, ETC.

## Sensational New Improved Strain of AMERICA'S MOST POPULAR CLIMBER

### Everblooming

**BLAZE**

(Left) Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! Most popular of all Everblooming Climbers. The popularity of Blaze

increases year by year as more gardeners realize how colorful and dependable it really is.

### Generous Clusters of Brilliant Bloom

These are the brilliant double, red Climbing Roses one sees all over America. This active Climber produces hundreds of these vivid scarlet blooms. Large clusters of 2 to 3 inch cup-shaped flowers cover the plant in spring and intermittently all season. You'll be thrilled with the exceedingly generous blooms in June, and each succeeding year will increase your devotion as the plants become established and the sturdy canes of "old Wood" bring the everblooming characteristic to the fore. Easy to grow, Blaze often reaches a height of 15 feet. There are a variety of uses for a climber as spectacular as Blaze. It will add beauty to your home and garden by visibly altering the landscape.

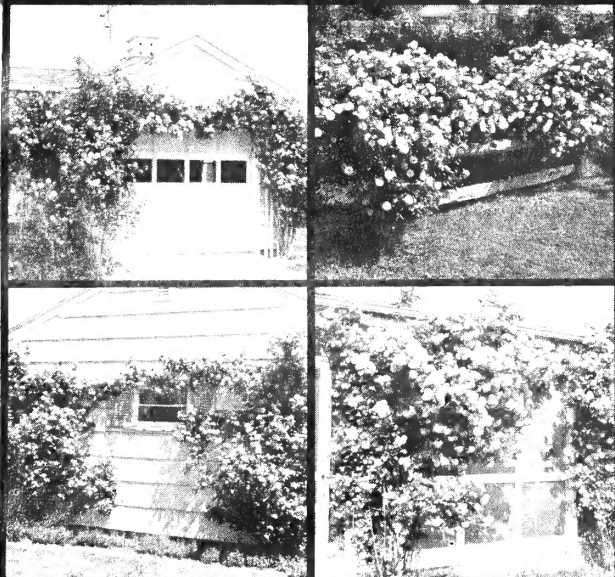
### New Everblooming Climber !

### Gladiator

(Right) When you see the brilliant rose-red color—a subtle blend of the brightest scarlet and the softest red—you'll know why this gorgeous climber is in a class by itself. You'll be absolutely thrilled when scores and scores of exquisite flowers burst into bloom on the 8 to 10 foot plants... in your garden, on your fence, around your house or anywhere that a climber is appropriate. The fragrance is delightful. Dark green foliage is impressive. Gladiator is noted for its immense, 5 in. high-centered flowers... unusually large for a climber.

(Pl. pat. applied for.)

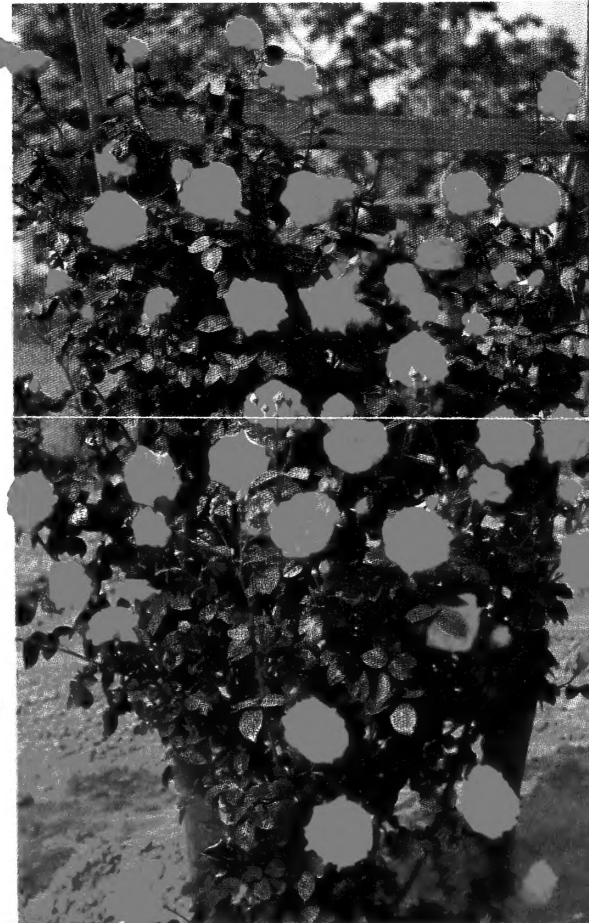
### CLIMBERS HAVE MANY USES:



ALL 3 FOR \$5<sup>20</sup>  
ONLY

2 Blaze  
1 Climbing Gladiator

GROUP No. 966



Jackson & Perkins Co.  
Rose Lane—Newark, New York State